

PERMA-STONE
for Beauty • Permanence • Strength
Reg. U. S. Pat. Off.

More for your

home-building dollars!



NATIONALLY ADVERTISED



NATIONALLY ACCEPTED

567

PERMA-STONE SERVICE CO., INC.

Stop 17½ Albany-Schenectady Road

ALBANY 5, N. Y.

Phone: Union 9-5233



PERMA-STONE *Its Nature and Purpose*

● FROM THE BEGINNING OF HISTORY, STONE, because of its rugged beauty and permanence, has been mankind's most desirable material for building. Its very character radiates a sense of security and reflects the good taste of those whom it shelters.

● Because of the tremendous cost of quarrying, transportation and erection, stone has generally been limited to persons of wealth. Today, the beauty and durability of this type of construction is brought within the reach of all, by means of the revolutionary process, "Perma-Stone".

● THIS MODERN DEVELOPMENT, made after years of research, makes use of materials which themselves were of stone and which have been used for generations in our finest, most permanent structures.

● GENUINE PERMA-STONE FACING COMPOUNDS, consist of aggregates, Portland cement, crushed quartz, pure mineral colors, metallic hardeners and waterproofers, scientifically combined and moulded in plastic condition directly on a prepared wall where they harden.

● IT IS THIS PERFECT COMBINATION of materials, plus the pressure casting and membrane curing, that creates a product impervious to the elements and which grows stronger with age.

● Perma-Stone is not a load bearing material. It is a stonelike concrete veneer, permanently secured to walls of WOOD or STEEL and bonded directly to BLOCK, CONCRETE, TILE or used BRICK. It requires no expensive footings, and encases the building in an enduring armor which will not burn, decay, be attacked by termites or require expensive upkeep. Its water repellent hard surface remains remarkably clean under conditions where other materials become unsightly.

● The many hundreds of Perma-Stone buildings in all parts of the country, tested under extreme climatic conditions over a period of years, have proven beyond doubt the permanence and satisfaction of Perma-Stone.

YOUR CHOICE OF COLOR AND DESIGN

● Genuine PERMA-STONE Facing Compounds offer a wide range of natural colors, making it possible to reproduce almost any kind of stone native to the locality.

● The lay up may be in random, broken or coursed ashler or the new ledge stone design and the joints may be raked, pointed or beaded in natural grey or in any desired color.



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1699

FOR COMMERCIAL BUILDINGS

● Perma-Stone is also extensively used on commercial buildings for both exteriors and interiors, including stores, restaurants, hotels, grills, bars, schools, funeral homes and churches. Its smart, modern appearance impresses the public favorably and is a business getting asset.



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Ask for special folders in color, on

1 — Homes

2 — Churches

3 — Commercial buildings

4 — Interior uses.

Specify which one is wanted.



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INSULATION

● Insulation is accomplished by means of dead air space and prevention of wind infiltration.

● Perma-Stone on frame buildings will shut out heat or cold so effectively that there is no need for costly insulating materials, and owners report a substantial saving in fuel.



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● PERMA-STONE is so flexible in its use that there is no need for altering original plans, and can be adopted while the building is under construction. Curved surfaces, towers or specially designed features, usually considered too expensive to use, are easily and economically worked out in Perma-Stone.

Build Your Home to Endure

● BUILDING TRENDS are definitely toward firesafe and more durable construction because of the reduced upkeep, lower insurance rates and higher resale value.

● The walls can be built of the various insulating masonry units now on the market at a surprisingly low cost. Covered with Perma-Stone, these walls are permanently beautiful, weather-tight and fire-safe, requiring minimum upkeep and take on an added value, equal to several times the cost of Perma-Stone. The combined cost is very moderate, comparing favorably with less durable types of construction commonly used.

● Designs expressing the personality, individuality and tradition of Colonial, Cape Cod, English, French Provincial or the Modern Ranch Types of architecture can be faithfully executed in Perma-Stone, which is as modern as today's ideas for better living, and your home can be made the most outstanding and beautiful building in your neighborhood.



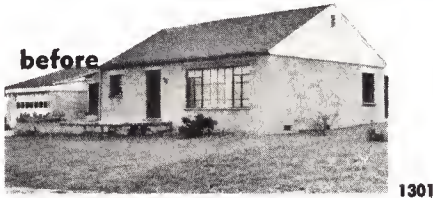
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great for concrete block houses

A Perma-Stone exterior beautifies any home and solves many problems common to block houses. It forms a secure, permanent bond with concrete, cinder, Haydite or other light aggregate blocks, reduces the hazard of dampness, makes homes warmer in winter and cooler in summer. Water-resistant materials, plus pressure casting and membrane curing, make Perma-Stone highly non-absorbent, self-cleaning, weather-resistant and fire-proof.



For Those Who Demand Something Better

● PERMA-STONE is available in a wide range of textures and harmonious colors to suit both the architecture and the "setting" of any building, and when combined with slight alterations it makes an improvement unequalled by other products.

● PERMA-STONE is not a mere "residing job." It encases the building from the ground up in a stone-like, weather-proof, reinforced, concrete armor, which greatly strengthens the walls.



● PERMA-STONE is the registered mark of the Perma-Stone Co., originator of moulded stone wall facing. Used nationally for over 25 years.

● Your local Perma-Stone contractor will gladly estimate the cost of Perma-Stone completely installed on your building and furnish suggestions without obligation.

● PERMA-STONE Sales and Service are in the hands of responsible dealers only—licensed to use basic process and moulds—who employ skilled mechanics, which means the finest in design and workmanship and assures satisfaction through the years.

● Insist on GENUINE Perma-Stone . . the ORIGINAL moulded stone beauty treatment.

DON'T ACCEPT A SUBSTITUTE

PERMA-STONE COMPANY

Main Office: 719 E. Hudson Street
COLUMBUS 11, OHIO

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- PERMA-STONE is easily installed over weather board, shingles, stucco, concrete, old brick, tile or concrete block and does not require footings, changing of windows or other expensive alterations.

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